

ABSTRACT

The number of visitors to the Bajra Sandhi Museum begins to decline every year, causing a decrease in museum income, and less knowledge of the museum among the public. This is due to various reasons, namely the facilities at the Bajra Sandhi Museum whose environmental graphics, namely Wayfinding and Signage, are not feasible in terms of design and physical which makes visitors uncomfortable in exploring the Museum and also makes visitors not know the location of the place they want to go to in the Museum, if left unchecked this can reduce the number of visitors and also make the history of the struggle of the Balinese people forgotten. This design uses qualitative research methods whose data is obtained by direct observation, interviews, and literature studies with theories relevant to the design of environmental graphic designs in museums, the final result of this design are effective Wayfinding and Signage which is something that is very necessary at a museum to provide information from about the museum itself to the location of facilities in the museum supported by supporting media such as posters, brochures, official websites, and other media.

Keywords: Bajra Sandhi Museum, Environmental Graphics, History of the Balinese Struggle, Wayfinding & Signage